



FOOD & HOTEL Vietnam 2004



December 2-4, 2004
Ho Chi Minh City, Vietnam

The *M*arket

- Vietnam has a dynamic, well-educated population of 80-million consumers enjoying a stable annual GDP growth rate (about 6.8% for 2001, 7.0% for 2002 and 7.2% for 2003).
- Its retailing sector continues to show tremendous growth (about 8% for 2001, 12.5% for 2002 and 11.5% for 2003 in term of retailing sales volume).
- Vietnam is both an opportunity and a challenge for exporters.
- At times, the maze of conflicting regulations is a formidable barrier to trade, but Vietnam is evolving.
- It is becoming more integrated with its Association of South East Asian Nations neighbors.
- It is implementing a wide range of market-opening provisions under the U.S. Vietnam Bilateral Trade Agreement.
- Vietnam is reducing tariffs to enter the southeast Asian trade area (ASEAN Free Trade Agreement – AFTA).
- Vietnam aspires to join the World Trade Organization within the next two years.
- Consumption of imported consumer-ready food products is increasing. Vietnam imported more than \$253 million of consumer-ready food products in 2003, up significantly from \$239 million in 2002. Vietnam's total food, fish & forestry imports in 2001 were \$1.2 billion, \$1.78 billion in 2002 and \$2.2 billion in 2003.



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Modeled along the proven track record of Food & Hotel Asia which is held once every two years in Singapore, the new Food & Hotel Vietnam replicates FHA's essential ingredients for trade show success with a dedicated range of exhibit profiles: fresh & processed food; wine & spirits; bakery ingredients & equipment; foodservice & hotel equipment, furnishing & supplies; and hospitality technology & systems.

Best *P*rospects:

Snack foods, fresh deciduous fruits, fresh citrus fruits, canned fruits and vegetables, canned meat products, tree nuts, beer and wines, chilled and frozen meat, and frozen poultry

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